



PR News® Business Leadership Bootcamp:

How to Build a Lasting Business Relationship

March 14, 2016

What we will cover

1. How to establish and maintain an open dialogue with your boss/client
2. How to manage expectations to avoid overpromising and under delivering
3. Prioritizing client needs and avoid taking on unnecessary tasks
4. Providing counsel to clients in crisis situations
5. Tips for building a network within and beyond your organization that continuously draws new business opportunities

How to establish and maintain an open dialogue with your boss/client


- Establish regular check-ins
- Understand their goals and what success looks like
- Manage up!
- Ask questions



Managing expectations

- Understand the full scope and rationale behind the assignment
- Establish key benchmarks before starting the assignment
- Be honest
- Maintain an open dialogue on the process

Prioritizing client needs

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- Be transparent
 - Solicit feedback
 - Underscore the business benefit and value
 - Manage up!

Providing counsel to clients in crisis situations



- Understand the business situation
- Understand the key audiences—internal and external
- Empathy and listening are key
- Be decisive and confident

Building a network

- Use technology to help (LinkedIn, Twitter, etc.)
- Join industry groups
- Attend key conferences and events
- Have fun!



Q&A

